



NATIONAL COMPLETE STREETS COALITION

2011
Annual Report



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Stacey Williams

American Planning Association

2011 was truly a banner year for the National Complete Streets Coalition and our vision of ensuring that street projects take into account the needs of everyone, no matter how they travel. The American Public Transportation Association has been proud to be a leader in this Coalition, which brings together a diverse array of non-profit groups and firms, from bicycling and senior advocates to associations for transportation professionals, REALTORS, and those working on transportation planning, smart growth, and health.

What do we all have in common? We believe that the Complete Streets movement provides a clear path to changing our transportation system for the better. We've seen how, by working for Complete Streets policy initiatives in communities across the country, we are able to advance our goals – whether that is providing better, safer bus service, getting more citizens to become physically active, or increasing the value of our neighborhoods.

In the following pages you'll read about our success in 2011, which follows on the tremendous growth of 2010 and previous years. If your organization is not a member of the Coalition, I invite you and your organization to join us, and we continue to growth toward more success in 2012.



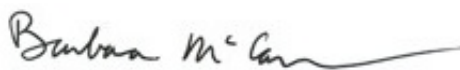
Richard Weaver, Chair

This annual report provides a snapshot of a year of tremendous success for the Complete Streets movement. One could argue that the headline for the year was the advance of our cause on Capitol Hill; we gained bipartisan support in the House, and the passage in December of a bipartisan Complete Streets measure out of a Senate committee. But you could also point to the more than 100 communities that adopted new policies in the past year, from tiny hamlets to some of the nation's biggest cities and largest states. Perhaps even more inspiring is to see the communities that have passed policies and then gone on to make the hard changes in their transportation planning practices.

With help from the Coalition, many agencies are changing their everyday procedures to take into account the needs of all users. The Coalition has been turning more and more of its attention to helping with this implementation process, as we expanded our workshop program, launched our project to survey agencies about their implementation activities, and produced new resources on the costs of Complete Streets.

We are also seeing results on the ground. Communities creating Complete Streets are starting to see myriad benefits. Crashes tend to go down, at the same time that Complete Streets corridors see an increase in everything from retail sales to walking rates to a sense of community.

Thank you for being a part of our movement, and our Coalition; please help us reach our next level of success in 2012.

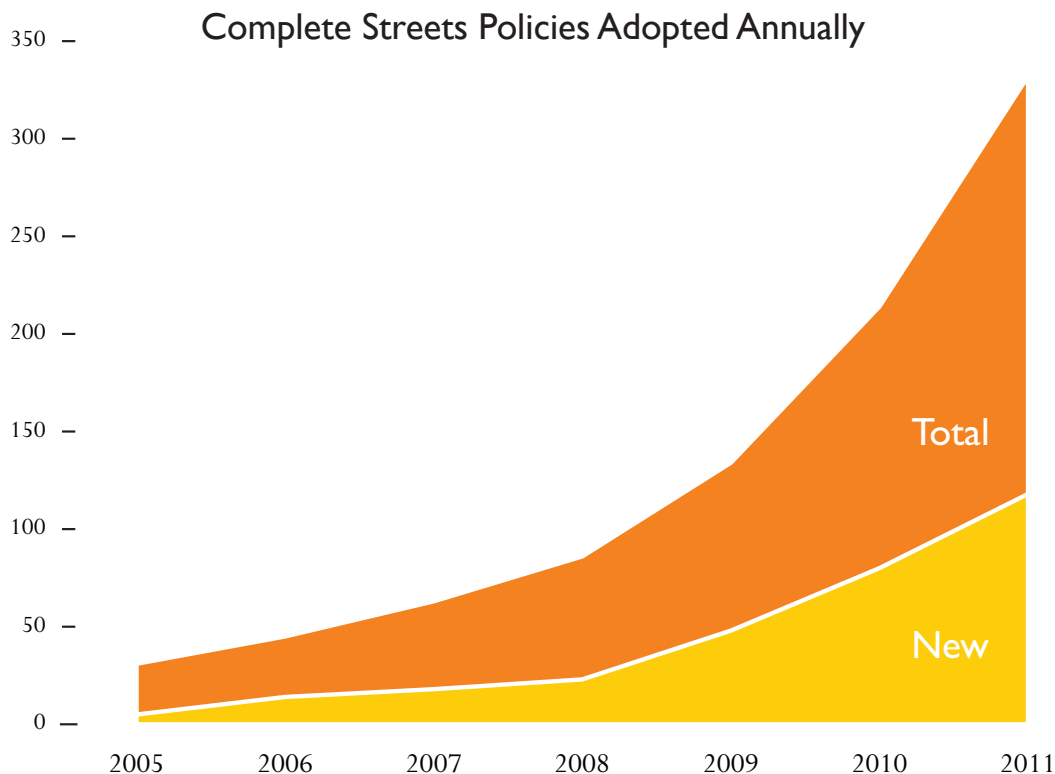


Barbara McCann, Executive Director

Winning Policies

From Billings, Montana to New Orleans, Louisiana, and Conway, South Carolina to Baldwin Park, California, communities are uniting around a new vision for their streets. These communities, and over 120 other jurisdictions, committed to Complete Streets in 2011. By the end of the year the total number of jurisdictions with a policy topped 330, 28 of them states.

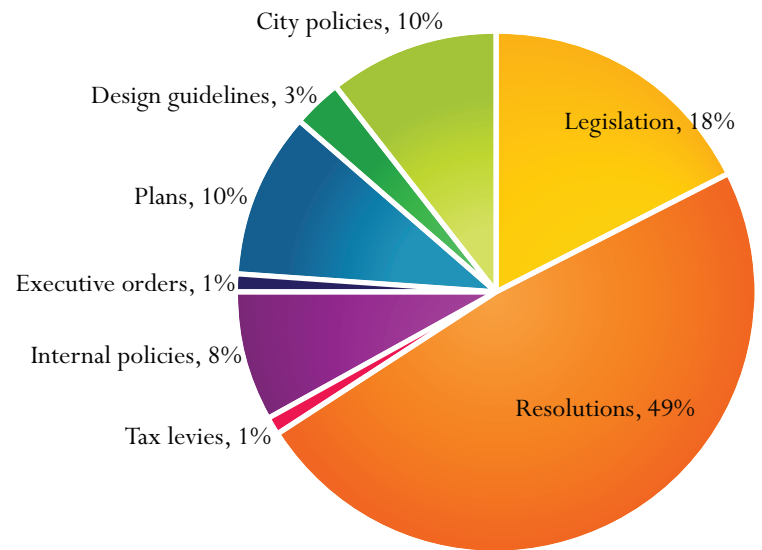
State legislators worked with AARP members, transportation policy non-profits, public health advocates, and environmental organizations to advance Complete Streets legislation in several states. Vermonters will start seeing more complete streets in their communities, thanks to a new state law signed by Governor Peter Shumlin in May. The law was well-supported in the legislature and by over 40 organizations across the state. Localities in Washington state could have a new incentive to adopt Complete Streets policies: a law passed in May set up a funding source available only to those with ordinances related to planning and building streets for all users, regardless of age, ability, or mode of transportation. New York Governor Andrew M. Cuomo signed a Complete Streets law in August. Over 60 organizations worked together to campaign for the bill, which honored Brittany Vega, a teenager who died while simply crossing a road on her way to school; her mother Sandi became one of the bill's most tireless advocates. The cities of Portland, Maine; Bellevue, Nebraska; and Las Vegas, Nevada were the first jurisdictions of any kind to adopt a policy in their respective states, leaving just South Dakota without some form of Complete Streets commitment on the books.



largest

Big news from a place that doesn't do anything small: San Antonio became the second city in all of Texas to adopt a Complete Streets policy. On September 29, 2011, City Council green-lighted the policy, directing the Alamo City's planners and engineers to employ a flexible approach in their transportation work and to consider stormwater management and place-making strategies. Leaders hope that this will help people to be active, enhance travel options, and boost the local economy. Over 1.3 million people call San Antonio home, making it the seventh largest city in the country, and the fourth largest with a Complete Streets policy.

Complete Streets policies by type:



28 states,
34 regional organizations,
30 counties, and
247 communities

have adopted
policies

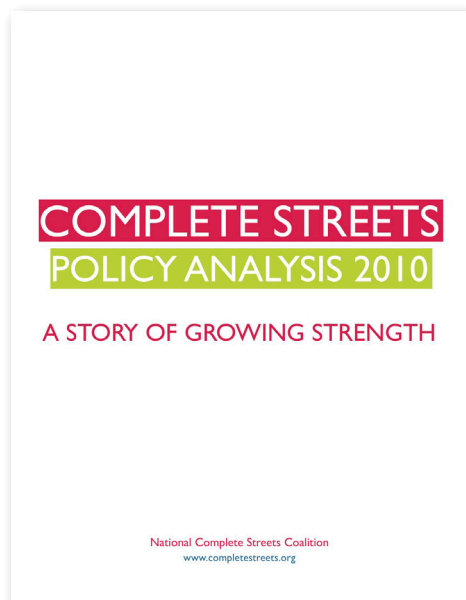
Battle Lake, Minnesota, with a population of 875, was the smallest community in the country to adopt a Complete Streets policy in 2011. The strong resolution was supported by the City Clerk Wanda Berg-Vorgert, City Engineer Jeremy Anderson, and City Public Works director Steve Seufert – as well as local bicycle and health advocates. The west central Minnesota town was the 17th jurisdiction to adopt a policy in the state.

smallest



John Luton





The Coalition released *Complete Streets Policy Analysis 2010: A Story of Growing Strength* in April 2011, a comprehensive report documenting the rise of Complete Streets policies in states and local governments in every quadrant of the nation. The report rates more than 200 state and local written policies according to the established ten elements of ideal Complete Streets policies and provides dozens of examples of strong language from actual policies on the books in communities nationwide.

Among the top scoring policies are state laws and policies in the deep South and Midwest, county council-approved policies in Florida and the Mountain West, and city ordinances and design guidance in the Pacific Northwest and the Northeast.

The report helps communities seeking to adopt compelling Complete Streets policies of their own to better understand how to incorporate the elements of an ideal policy, using examples from their own region or state as models. It has also helped several agencies think through some of the issues that will need to be addressed in implementing their policies.

Federal Policy Advances

“This bill will help ensure that our federal transportation investments are creating the safest environment possible for everyone using our roadways.”

— Representative Doris Matsui

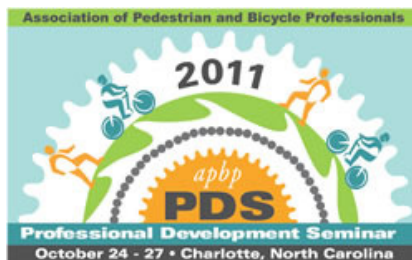
Representatives Doris Matsui (D-CA) and Steven LaTourette (R-OH) introduced the Safe and Complete Streets Act of 2011 (H.R. 1780) into the U.S. House of Representatives on May 5. Just a few weeks later, Senator Tom Harkin (IA) introduced its companion (S.1056) into the U.S. Senate. The bills served as an organizing focus for Coalition members, as they garnered support from 16 additional Senators and 18 additional Representatives.

In December, the movement took a major step forward. Following months of lobbying by Coalition members, the U.S. Senate Committee on Commerce, Science, and Transportation passed a federal transportation authorization bill that includes a measure for the safe accommodation of all users in federally-funded street projects. Alaska Senator Mark Begich offered the amendment that established this measure and accepted an amendment from Senator John Thune of South Dakota. The Committee voted unanimously in favor of the measure.

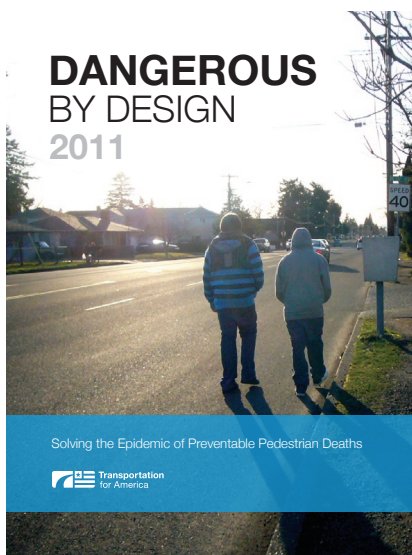
Spreading the Word

Communicating the Complete Streets vision is essential to our work in promoting the adoption and implementation of Complete Streets policies. Coalition members and staff engage a broad audience through speaking engagements, articles, conferences, media hits, and our newsletter, blog, website, and social networks.

The Association of Pedestrian and Bicycle Professionals made Complete Streets the focus of their biannual Professional Development Seminar in October 2011. By creating a track focused on Complete Streets, hundreds of professionals were able to learn more about the concept, policy initiatives, implementation strategies, and topics of specific concern to them, including the perennial question of costs.



Coalition Steering Committee member Transportation for America worked with us on the release of *Dangerous by Design 2011*, which focuses on pedestrian safety. The report resulted in widespread media attention, including a report on NPR featuring Barbara McCann, the Coalition's executive director, and Elinor Ginzler of AARP, a Steering Committee member. Newspapers and television networks across the country reported on local Complete Streets efforts in conjunction with the report's release.



The Coalition shares the latest news and best stories from across the country through its blog, monthly newsletter, and social networking outlets. Named by the Urban Land Institute as one of the top 25 transportation sources to follow on Twitter, the Coalition shares 140-character bursts of news with over 5,200 followers. Our monthly newsletter continues to be a well-regarded resource by advocates, elected officials, and transportation professionals nationwide and is sent to the in-boxes of 7,300 people – 1,200 of whom signed up in 2011.





Dan Burden

Audiences reached through
Coalition speaking engagements:

transportation
smart growth
housing
aging
disability
public health
safe routes to school
engineering
planning
state DOTs
local governments
federal highway administration
federal transit administration

Across the country, Coalition members are sharing the word about the benefits of a Complete Streets approach, from improved safety and health to community vibrancy and fiscal responsibility. The increased interest in Complete Streets is evidenced by the growing number of newspaper columns, editorials, opinions, and letters to the editor. Among those who are speaking out: mothers touched personally by the need for safer streets, transportation planners and engineers, and elected officials and department heads who believe in the value of a Complete Streets approach.

"How much easier would it be to visit the stores you frequent if you didn't have to get in and out of the car for each one? How much of a hassle is it to find yet another parking space and get the kids in and out of car seats? Have you worried about accidentally clipping a jogger or biker along the side of a road? By developing streets that are hospitable to all users, we **add convenience and remove some of the barriers** that make it difficult to weave physical activity into our daily routine."

– Andrea Hays, move·ment Initiative Director, Evansville, Indiana

"For us to put in these kind of facilities that accommodate bikes and pedestrians, we're finding that not only are people demanding them, asking to use them, but I think we're finding **they're just as affordable if not more affordable** than the traditional transportation approach."

– Andrew Maxwell, Planning Director, Syracuse, New York

"What I do is not for everybody.
But my big thing about it is:
you should have a choice."

– Joe Gallagher, bicycle commuter, Sault Ste. Marie, Michigan

"I know Brittany is looking over us thinking it's wonderful that **we are helping other families keep their loved ones safe** from these busy, congested, dangerous streets. I will sleep a little better knowing that we are moving forward toward making New York a more pedestrian friendly state."

– Sandi Vega, Wantagh, New York

"We've had this sad mindset from the '50s and '60s. If you plan cities for cars and traffic, you get cars and traffic.
We need to plan for people."

– Larry Matel, engineer, Bremerton, WA

"Investing in pedestrian and bicycle infrastructure is **a cost-effective strategy** for reducing traffic congestion, greenhouse gas emissions, and dependence on oil while also providing public health, safety, and air quality benefits."

– U.S. Secretary of Transportation Ray LaHood

"The idea of making streets more accessible to walkers, bikers, wheelchairs, bus riders and everyone else isn't about service to "special interests." **Complete streets is about being inclusive** – recognizing that quality of life requires more than four-lane arterials and chip sealed avenues."

– Billings Gazette Editorial Board

"Walking and bicycling are important components of a complete transportation system and of Minnesota's quality of life. **People of all ages deserve to arrive at their destinations safely**, no matter what mode they choose."

– Tom Sorel, Commissioner, Minnesota Department of Transportation





Building the Coalition

The Coalition has actively engaged with its members, both new and old, to advance the movement. In fact, the greatest strength of the Coalition is its engaged, invested membership. Our Steering Committee has perhaps been the greatest advocate for the movement.

AARP and its state offices were involved in numerous campaigns for state legislation, sponsoring walking audits and meetings to raise awareness of the need for safer streets. They also partnered with advocates in countless communities to support local Complete Streets measures.

America Bikes has been dedicated to advancing federal legislation, advocating for it in meetings on Capitol Hill and providing strategic advice to Coalition members also working toward that goal.

The Association of Pedestrian and Bicycle Professionals continued to educate transportation professionals on the finer points of Complete Streets by running the Complete Streets Workshop series and creating a Complete Streets track for its biannual Professional Development Seminar.

The American Planning Association, the Alliance for Biking & Walking, the American Public Transportation Association, the Institute of Transportation Engineers, and the Safe Routes to School National Partnership all made sure to include at least one session on Complete Streets tools at their conferences and membership events – ensuring information about new tools, resources, and research reaches as many people as possible.

In 2011, we engaged with even more private consulting firms than ever before, growing our Complete Streets Partners program to include a total 43 organizations. Many of our Partners are out in the field every day, helping communities across the country plan, design, and build streets that better serve all users. In addition, several have engaged with Coalition staff on responses to project proposals. The Coalition worked with Nelson\Nygaard Consulting Associates to develop a Complete Streets Handbook for the Kansas City region, and is on-call with the City of Philadelphia through a partnership with Kittelson & Associates, Inc.

To celebrate our partnerships new and old, as well as the overall success of the Complete Streets movement, the Coalition organized its first ever Complete Streets Dinner in January. Over thirty transportation professionals enjoyed good food and wine as they networked. Featured guest and walkability guru Dan Burden inspired the crowd with his stories and spoke passionately about his vision for building sustainable, connected, and walkable communities through a Complete Streets approach.

The National Complete Streets Coalition's broad, multi-disciplinary, invested membership model has inspired the development of state and local coalitions of similarly diverse organizations.



Dan Burden

Complete Streets policies adopted in 2011 will create safe, convenient transportation options for **over 54 million** Americans.



Seattle DOT



Dan Burden



Eduardo Green



Getting It Right

The National Complete Streets Coalition embarked on a number of projects in 2011 to both advance the movement as a whole and to help individual communities make progress with their Complete Streets goals. Our efforts to provide this one-on-one support really gained steam this year, representing almost half of our staff resources, and we provided our workshops to nearly 30 regional planning agencies, counties, and cities.

The Coalition was pleased to be selected as a Technical Assistance provider for the Communities Putting Prevention to Work (CPPW) program. Run by the U.S. Centers for Disease Control and Prevention, CPPW aims to institute policy and environmental changes in communities nationwide that will help make the healthy choice the easy choice. We consulted with over a dozen CPPW sites, and our work resulted in 16 new policies in communities as different as Baldwin Park, California and Birmingham, Alabama.

Our new focus in 2011 was in developing ways to help communities with the complex task of Complete Streets implementation. Once a policy is adopted, what must be done to bring it into everyday use? Blue Cross and Blue Shield of Minnesota supported this work. Having helped spur policy adoption across the state in previous years, in 2011 we brought together representatives from over a dozen Minnesota agencies for a Peer Exchange focused on the four steps to implementation. Participants shared stories of their progress so far, discussed the challenges they faced, and developed potential paths to success. We will release a report on these findings in early 2012.

We also developed a survey on implementation activities that was administered to nearly 20 jurisdictions, gauging their progress and helping us create a tool for others to use. Our ultimate goal is to develop a standard for policy implementation that can be used in any community to measure their progress in changing internal decision-making and in creating a network of 'complete' streets.



Through the CPPW program, and in partnership with several Coalition members, we also advanced our work to develop a comprehensive response to the oft-asked question of the costs and value of a Complete Streets approach. In December, we discussed our points and supporting examples from Charlotte, North Carolina and a variety of jurisdictions nationwide.

We were also able to work with the U.S. Environmental Protection Agency to create new tools through its Building Blocks for Sustainable Communities program. These tools, which will be made available by the EPA in the coming year, help stakeholders better understand the benefits of Complete Streets, build community and political will for a new approach to our streets, and translate that will into a workable, comprehensive policy document. We piloted the tools in four communities that had applied for EPA assistance: Nashville, Tennessee; McKinney, Texas; Portland, Maine; and Wichita, Kansas.

Even as we developed new technical assistance projects, we strengthened our well-regarded Complete Streets Workshops series, organized through the Association of Pedestrian and Bicycle Professionals. We launched a national search to expand our Instructors corps, and used a competitive selection process to select eight new members recognized as experts in Complete Streets planning and design. They then went through an apprenticeship program to become workshop Instructors, and were deployed across the country.

2011 Workshop Instructors



Finances

Income

CONTRIBUTIONS

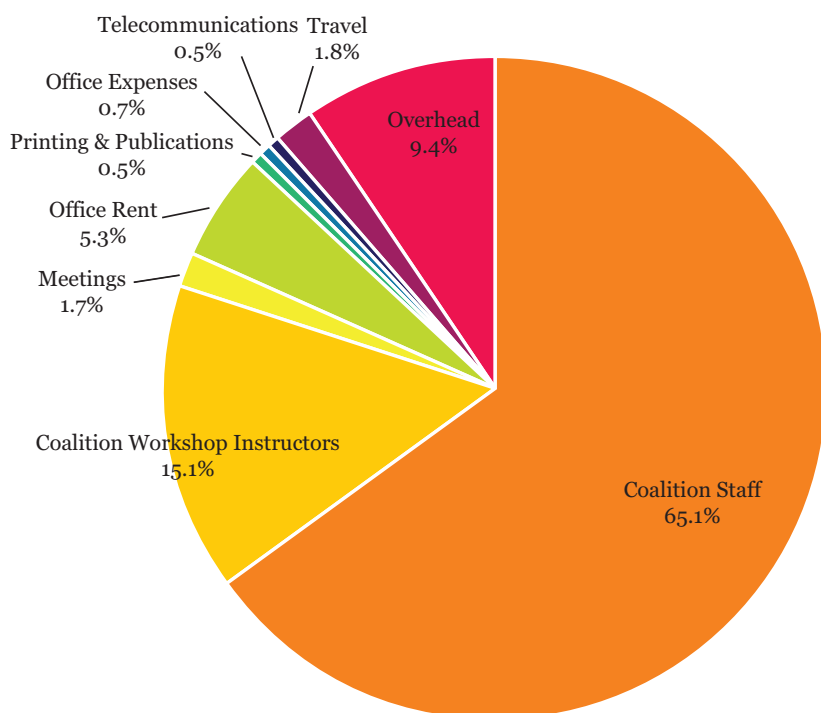
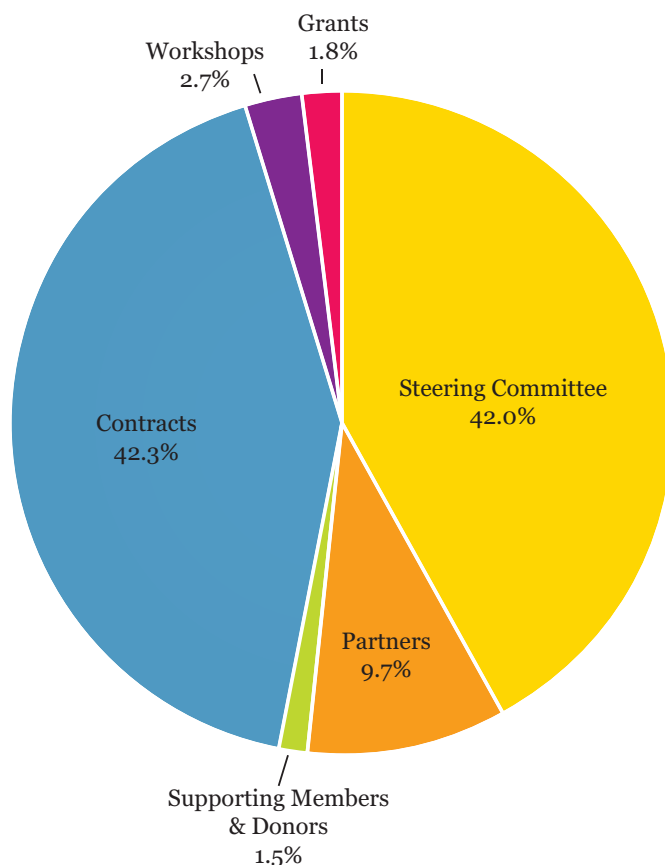
Steering Committee	\$ 214,321
Partners	\$ 169,225
Supporting Members & Donors	\$ 39,000
	\$6,096

TECHNICAL ASSISTANCE

Contracts	\$181,124
Workshops	\$170,114
	\$ 11,010

GRANTS

\$7,054



Expenses

STAFF

\$321,230

Coalition Staff	\$260,795
Coalition Workshop Instructors	\$60,435

OPERATIONS

\$34,380

Meetings	\$6,626
Office Rent	\$21,165
Printing & Publications	\$1,893
Office Expenses	\$2,642
Telecommunications	\$2,054

TRAVEL

\$7,151

OVERHEAD

\$37,630

FINDLAY
THE UNIVERSITY OF FINDLAY

Language & Culture Area

Undergraduate Language & Culture
419-434-4711

M.A. in TESOL and Bilingual Education
419-434-4774

Dear Complete Streets Organization Personnel: 12/12/11

I am sending on the enclosed check of \$25
as more or less a symbolic gesture of appreciation
for the motivation and inspiration which your

“... [I want to deliver] a gesture of appreciation for the
motivation and inspiration which your organization has
provided for our Sustainability Coalition....When our Coalition
was searching for a way to codify the type of walkable,
rideable city we envisioned creating, we happened upon your
organization and the numerous guidelines for creating street
systems that work for more than just automobiles.”

creating street systems that work for
them just automobiles.

Our Coalition plans to introduce a Complete
Streets ordinance at the first Findlay City
Council meeting in January. We have a new set
of elected officials who are enthusiastic about such
an ordinance. I wish I could send you more
money, but this is what I can afford at present.

1000 North Main Street
Findlay, Ohio 45840-3653

Thanks for all your efforts.
Michael Reed



BENEFACTORS

AARP

American Public Transportation Association

Bikes Belong Coalition

Blue Cross Blue Shield of Minnesota

National Association of REALTORS®

Smart Growth America

PLATINUM

America Bikes

American Society of Landscape Architects

Parsons

Ryan Snyder Associates

SvR Design Company

Stantec Consulting

Transportation for America

GOLD

Designing Streets for People

SILVER

Alta Planning + Design

Fehr & Peers

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Gannett Fleming Companies

Gresham, Smith and Partners

HDR, Inc.

Kimley-Horn and Associates

Nelson\Nygaard Consulting Associates

Streetscape Services, LLC

Toole Design Group

T.Y. Lin International

BRONZE

Abonmarche

Active Living by Design

Alliance for Biking & Walking

American Public Works Association

Ball Janik, LLP

Brown, Michell & Alexander, Inc.

Fitzgerald & Halliday, Inc.

Kittelson & Associates, Inc.

Linscott, Law and Greenspan Engineers

LJB, Inc.

M-E Companies

Patti Banks Associates

RBA Group, Inc.

Rick Engineering

RPM Transportation Consultants, LLC

Synergy LLC

Sacramento Metropolitan Air Quality
Management District

Vanasse Hangen Brustlin, Inc.

Whitman, Requardt and Associates, LLP

SUPPORTING

Alliance for Health Promotion

Association of Pedestrian and Bicycle Professionals

Bayside Engineering

Bike Walk Lee

City of Boulder, Colorado

Charlotte-Mecklenburg Housing Partnership

Dallas Area Habitat for Humanity

Dana Brown & Associates

Institute of Transportation Engineers

Kane County Division of Transportation

Metropolitan Washington Council of Governments

Miller Legg

Park City Municipal Corporation

Sacramento Area Bicycle Advocates

SALT Landscape Architects

Sierra Club

Toronto Coalition for Active Transportation

Traffic Engineers, Inc.

Trailnet

Trust for America's Health

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John & Karen Chipouras
Steve Elkins
Cheri Heramb
Edwin Kraemer
Jill Lauber
Margaret Maloney
Tyler Moore
Randy Neufeld
Forrest Spencer
Jason Unger

\$50-99

Sandra Barrett
Keith Bartholomew
Dietrich Bergmann
Steven Cadenhead
Michael Huber
Steve Lockwood & Molly O'Reilly
Dan Moser
John Pickett
Sarah Ryterband
Craig Stephan
Fruzsina Veress
David Whitaker

\$5-49

Aaron A. Ashanti
Freeman Anthony
Michele Barrett
Evan Bialostozky
Thomas Campbell

Nancy Campbell Mead
Scott M. Crawford
John Dashe
Margaret Frazier
Lewis Grimm
Sarah Hanly
Adolfo Hernandez
Sarah Heyman
Bruce Hyman
Todd Jackson
Pete Johnston
Gloria Katz
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Mary Ellen Pollina
Lidwien Rahman
Michael Reed
Irayda Ruiz
Masood Siddiqui
Effie Stallsmith
Martin Wallen

Organizations in **bold face** are members of the 2011 National Complete Streets Coalition Steering Committee.



National Complete Streets Coalition

Annual Report 2011

